

# QUALITATIVE ANALYSIS FOR BUSINESS AND POLICY MAKING

## A SOCIAL SCIENCE COURSE

This course offers systematic evaluations of selected samples of published research reports for participants in the public and private sectors to sharpen their skills in understanding, identifying, interpreting, analyzing and applying qualitative social research data for practical applications in diverse contexts such as academic research, business and policy-making. Discussions will cover a variety of publications, including a media report or programme, a business publication, an academic journal article, and a government report.



**A/P HO SWEE LIN**

LECTURER, DEPARTMENT OF SOCIOLOGY



### Course Outline

This course aims at enhancing participants' ability to establish a strong foundation in understanding, identifying, interpreting and analysing qualitative social research methods in data collection and reporting for practical applications in diverse contexts such as academic research, business and policy-making.



### Who Should Attend?

Data and policy analysts, market analysts or surveyors, policy analysts, social workers, journalists, media professionals, researchers, human resource personnel, corporate communications professionals, public relations personnel, administrators, business or budget planners, and individuals in diverse professions that entail collection, analysis and interpretation of social data, as well as those in supervisory or managerial positions responsible for planning, budgeting, and business reporting.



### Prerequisites

At least a Degree in any discipline, with preference given to social science and community and at least 1 year of working experience in a related sector.

### ABOUT THE INSTRUCTOR

Dr. Ho teaches in the Department of Sociology at the National University of Singapore. Her research interests and publications cover topics on the neoliberal transformations of work, friendship practices; the urban night economy; ethnographic field methods; 'studying up'; the globalization of East Asian popular culture; social formations of gender; changing corporate cultures; the political economy of Western classical music; and global food cultures. Dr. Ho worked for many years in various countries as auditor, financial journalist, and corporate executive before completing her graduate studies at Sophia University (Japan), and later at the University of Oxford. She has taught in South Korea, where she was also Korea Foundation Research Fellow.

### SIGN UP HERE

<https://fass.nus.edu.sg/cfpr/course-schedule/>

**For Enquiries**

**Email:** [cfpr@nus.edu.sg](mailto:cfpr@nus.edu.sg)

**Website:** <https://fass.nus.edu.sg/cfpr/>



Centre for Family and Population Research  
Faculty of Arts & Social Sciences

## Important Reminders

1. Courses are held from 9am to 6pm at the Faculty of Arts and Social Sciences, NUS Kent Ridge campus.
2. Please note that the courses will proceed, with a minimum enrolment of 10 participants. Participant numbers are capped to ensure quality of delivery and content for participants.
3. Course confirmation will be sent to participants around 3 weeks before the course starts.
4. Should there be any course cancellations, participants will be notified before the course dates.
5. Course registration withdrawals and refunds, if any, are subject to review by CFPR on a case-by-case basis.
6. Participants who receive the training grant are liable to pay back the SSG grant plus the prevailing Goods and Services Tax (GST) if they do not fulfil the minimum attendance of 75%; do not complete the prescribed assessment for the course/s; do not attain a grading of "Competent"; OR there's premature withdrawal from the course/s.
7. A certificate of completion will be given to participants who achieve a minimum of 75% attendance, complete the prescribed assessment, and attain a suitable grading of "Competent" for the respective course/s.

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